

MARKETING, MANAGEMENT, AND ENTREPRENEURSHIP

Indiana State Approved Course Titles and Descriptions

Indiana Department of Education
College and Career Readiness
151 West Ohio Street
Indianapolis, IN 46204

MARKETING, MANAGEMENT, AND ENTREPRENEURSHIP

Course content standards and performance expectations and Indiana Academic Standards integrated at: <http://www.doe.in.gov/octe/bme/curriculum/contentstandardsme.htm>

Teacher Requirements - A vocationally licensed (CTE) marketing teacher must teach this course: <http://www.doe.in.gov/educatorlicensing/pdf/AssignmentCode.pdf>

Introduction

The American Marketing Association defines marketing as “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.”

Marketing involves, but is not limited to, such diverse activities as selling, marketing-information management, advertising, product design, distribution, pricing, purchasing, and financing. It is performed in profit and nonprofit businesses, organizations, and agencies of all types and sizes. Marketing is, therefore, a multi-faceted, critical business function that is interwoven with such social sciences as economics, psychology, and sociology. Its successful performance depends on the application of mathematics and communication skills and the use of critical thinking and problem solving.

Marketing is characterized as dynamic and changing. However, the pace at which marketing is changing has accelerated due to environmental shifts taking place in the business world: downsizing, outsourcing, mergers, international competition, world markets, and technological innovations.

CTE: Marketing, Management, and Entrepreneurship is a distinct discipline that integrates concepts and applications throughout the curriculum.

- Academic Concepts: The study of marketing incorporates academic understanding, including mathematics, reading, writing, speaking, sociology, psychology, and geography.
- Technology Applications: The successful implementation of marketing activities requires the ability to evaluate, select, and apply technology tools and resources.

Marketing employment opportunities are quite diverse and are integrated in all industries. They include a variety of marketing functions at various occupational levels. The levels of responsibility range from entry-level positions through business owner. Individuals employed in marketing positions may specialize in one or more of the marketing functions (i.e., distribution, financing, marketing-information management, pricing, promotion, product/service management, and selling), or they may require a broad understanding of all marketing functions as would be needed by a business owner or manager.

In today's society, individuals face a competitive environment that demands creative, innovative solutions to new problems and new opportunities. Students must be prepared to understand the demands of others, analyze the fast-changing environment, and formulate responsive, rational, and proactive approaches to decision making.

DECA (An Association of Marketing Students)

DECA is a co-curricular, international youth organization with emphasis on developing civic consciousness, leadership skills, social intelligence, and vocational understanding within the student members. DECA offers a comprehensive program of competitive events that contribute to the development of skills necessary for careers in marketing, merchandising, management, and

entrepreneurship. The DECA Competency-Based Competitive Events Program facilitates effective integration of DECA as an integral component of the total marketing education instructional program. Events are designed to enable students to engage in activities that will extend their interests and skills for careers in marketing and to measure, via performance indicators, the degree to which skills have already been acquired.

ENTREPRENEURSHIP ACADEMY (ENT ACAD)

5966

Entrepreneurship Academy is the capstone course in a specialized sequence of marketing and marketing related courses, which provide instruction in marketing, management, and entrepreneurial fundamentals as they relate to starting and operating a business. This curriculum is based upon the *National Standards for Marketing Management, Entrepreneurship, and Business Administration*. *Entrepreneurship Academy* is a specialized marketing course designed to enable students to acquire the knowledge and develop the skills needed to effectively organize, develop, create, and manage their own business. Topics addressed include assessment of entrepreneurial skills, the importance of business ethics, and the role of entrepreneurs in a global economy. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects. Students will develop a written business plan for a business of their choice. Curriculum should be incorporated into development of a business plan throughout the term of the course.

- Recommended Grade Level: 11-12
- Recommended Prerequisites: Marketing Foundations and Accounting. Credits: A two- to four-credit course over two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

FASHION MERCHANDISING (FASH MERCH)

5962

Fashion Merchandising is a specialized marketing course providing instruction in the marketing of apparel and accessories of all kinds. Emphasis is placed on oral and written communications, problem solving and critical thinking skills as they relate to apparel design, selling, pricing, distribution, fashion promotion, visual merchandising, fashion cycles, fashion theories, and career opportunities in the fashion industry. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects in the marketing functions.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing or Marketing Foundations
- Credits: A two- to four-credit course over two to four semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

HOSPITALITY, TRAVEL, AND TOURISM (HTT)

5982

Hospitality, Travel, and Tourism is a specialized marketing course designed for students interested in careers in the hospitality, travel, and tourism industry. Community/classroom experiences are applied to classroom instruction in marketing-information management, pricing, product/service management, promotion, and selling in the hospitality, travel, and tourism industry. Instructional strategies may

include computer/technology applications, real and/or simulated occupational experiences and projects in the marketing functions.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing or Marketing Foundations
- Credits: A two- to four-credit course over two to four semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

MARKETING ADVANCED (MRKT ADV)

5918

Marketing Advanced is a marketing course that builds upon the foundations of marketing and applies the functions of marketing at an advanced level. Instructional strategies include project-based and research-based activities requiring critical thinking and problem solving skills. School-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects may be included.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing Foundations or a minimum of 4 credits from other marketing courses
- Credits: A two-credit course over two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

MARKETING FIELD EXPERIENCE (RELATED INSTRUCTION/ON-THE-JOB TRAINING) (MRKT FE)

5990

Marketing Field Experience is a marketing course that requires two components: related classroom instruction and cooperative work experience with school release time available. Time allocations are a minimum of fifteen hours per week of work-based learning and approximately five hours per week of school-based instruction. Students participating in this course will follow class, school, State, and Federal guidelines. Students will be paid in accordance with all State and Federal laws pertaining to employment. The instruction should be planned and organized around the activities associated with specific objectives and career clusters. The classroom instruction for the related instruction component may be a blend of both group and individual instruction. Instructional strategies may include a school-based enterprise, computer-technology applications, real and/or simulated occupational experiences, and projects.

- Recommended Grade Level: 11-12
- Required Prerequisite: Marketing Foundations or a minimum of 4 credits from other business courses
- Credits: Grades and credits for related instruction and on-the-job training experiences are reflected under one course title for a total of six credits for the year. If an articulation or dual-credit agreement is in effect, the student may receive credit from a post-secondary institution.
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

MARKETING FOUNDATIONS (MRKT FND)

5914

Marketing Foundations is a marketing course that provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, mathematical applications, problem solving, and critical thinking skills as they relate to advertising/promotion/selling, distribution, financing, marketing-information management, pricing, and product/service management. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated occupational experiences, and projects.

- Recommended Grade Level: 10-11
- Recommended Prerequisite: Computer Applications
- Credits: A two-credit course over two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

MARKETING MANAGEMENT SEMINAR (MRKT MGMT)

5988

Marketing Management Seminar is a marketing course that provides an opportunity for college-bound students to study marketing outside the traditional marketing education course offerings. Emphasis is placed on the functions of marketing. All students will be required to prepare and present a marketing research project utilizing the decision-making process. Additional instructional areas include leadership, management skills, and risk management. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated marketing experiences, and projects.

- Recommended Grade Level: 12
- Recommended Prerequisite: A minimum of 4 credits from other marketing courses
- Credits: A one- to two-credit course over one to two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- This course may be offered as a dual credit course if the student receives college credits from a postsecondary institution

RADIO/TV BROADCASTING/TELECOMMUNICATIONS (RTVB TELCOM)

5986

Radio/TV Broadcasting/Telecommunications provides instruction to develop and enhance competencies in various communication, marketing, media, production, and technical functions and tasks performed by employees, including management personnel, in radio/TV broadcasting and telecommunications occupations. Emphasis is placed on career opportunities, production, programming, promotion, sales, announcing, broadcast equipment operation, news and sports casting, broadcast regulations and laws, station organization, technical oral/written communication, and listening skills. Instructional strategies may include a hands-on school-based enterprise, real and/or simulated occupational experiences, such as the operation of an in-school radio, television, telecommunications, or distance learning studio, job shadowing, field trips, and internships.

- Recommended Grade Level: 10-12
- Recommended Prerequisites: Computer Applications
- Credits: A two- to eight-credit course over two to six semesters.

- May be offered over two- or three-years by subtitling the course Beginning, Intermediate, or Advanced
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas

SPORTS, RECREATION, AND ENTERTAINMENT MARKETING (SREM)

5984

Sports, Recreation, and Entertainment Marketing is a specialized marketing course providing students with the opportunity to apply marketing principles in the fields of Sports, Recreation, and Entertainment. Students will produce and market activities for athletic and entertainment programs at the high school. A plan to increase attendance and support for athletic and entertainment (music and theatre) functions in the school may be developed. The class may research and work with the private sector and community to help market recreation and entertainment programs. Instructional strategies may include computer/technology applications, event planning, real and/or simulated occupational experiences, and projects.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing Foundations
- Credits: A two- to four-credit course over two to four semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas